

**SIZZLE &
CRUNCH**



MEET OUR SCRUM TEAM



Jordan
Product Owner



Thuthuza
Scrum Master



Erin
Dev Team



Akhona
Dev Team



PROJECT PLAN

[Link to Project Plan](#)

BRAND GUIDELINES

[LINK TO PDF](#)



01

Tagline : "Savor the Crunch, Relish the Sizzle!"

02

Brand Mission :

To serve delicious, high-quality fast food that brings friends and families together while prioritizing customer satisfaction, convenience, and community involvement.

03

Colour Scheme :

- **Primary Colors:**
 - **Brown:** #5b3215(represents warmth and comfort)
 - **Orange:** #db8e16(symbolizes energy and enthusiasm)
- **Accent Colors:**
 - **Cream:** #FFFFFF (for background elements)
 - **Dark Brown:** #42220b (for text and highlights)

04

Typography:

- **Primary Font:**
 - **Font Name:** Anton (for headings and prominent text)
 - **Usage:** Use in various weights for hierarchy (Bold for headings, Regular for body text).
- **Secondary Font:**
 - **Font Name:** Open Sans (for body text and digital content)

Usage: Maintain readability and professionalism.

WHAT WE ARE SELLING



Chicken Strips



Wraps



Burgers



Drinks

USER PERSONAS

[Link to User Story Map](#)

01 Customer

create and log into their accounts, browse menus, place orders with various payment options, track order status, leave reviews for loyalty points, and access their order history.

03 Delivery Driver

receive detailed order information, use GPS for optimal routes, confirm deliveries, track payments, and receive ratings based on punctuality and service quality.

05 Restaurant Manager

utilizes a dashboard to monitor current orders, kitchen status, and delivery progress, tracks inventory levels with low-stock alerts, accesses performance reports, manages the menu, and analyzes customer feedback to enhance services and products.

02 Client

tracks operational expenses, payments, and sales, uses historical data for forecasting and budgeting, and focuses on onboarding clients while providing marketing support for ad-driven growth strategies.

04 Cashier

automatically receive and process customer orders, track payments, update order statuses for drivers, securely log in with role-based permissions, integrate with the Point-of-Sale system, and generate receipts while managing online or offline status.





SPRINT BACKLOG

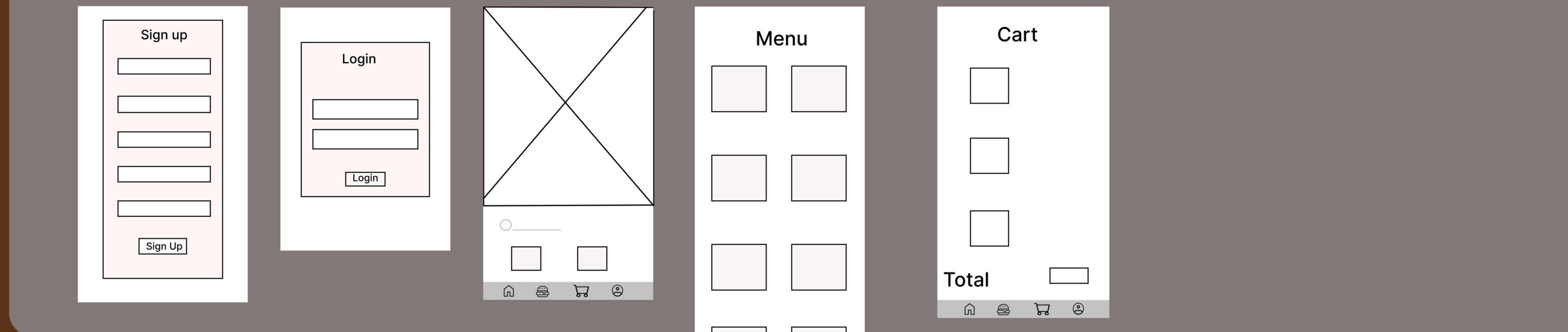
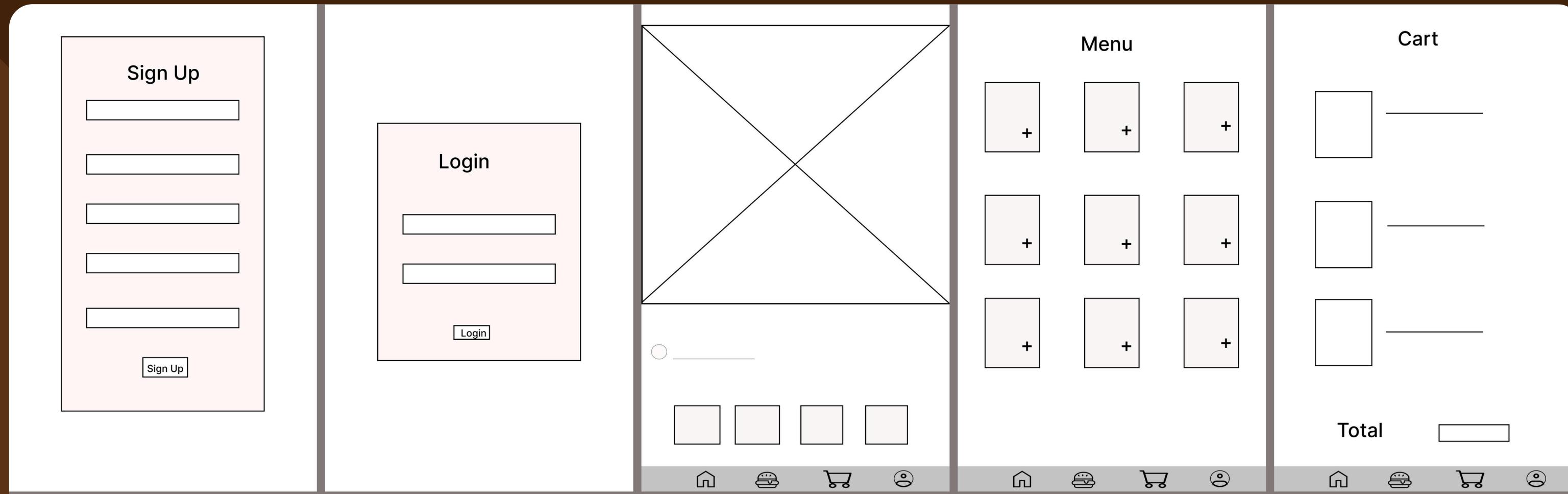
The sprint backlog provides a prioritized list of user stories and tasks selected for the current sprint, ensuring that the team remains focused on delivering valuable features and enhancements within the designated time frame."

[Link to Sprint Backlog](#)

[Link to Project Management System](#)

WIREFRAMES

[Link to Figma File](#)



DEVELOPMENT TIMELINE

[Link to Timeline](#)





COSTING

Total cost : R981 908

Overheads : R108 500

Employee Costs per the 4 months : R873 408

Needed:

Markup : R196,381.60

Profit : R98,190.80

Total Costing : R1,276,480.40

INVOICE